JOINT MEETING

Ramona Community Planning Group, Ramona Design Review Board, Ramona Village Design
Minutes
Thursday- Sept. 17, 2009 - 7:00 P.M.
Ramona Community Center

AGENDA

1.   CALL TO ORDER – Anderson, Wylie, Lewallen – Chairs – 7:15 p.m.

2.   PLEDGE OF ALLEGIANCE

3.   DETERMINATION OF QUORUM (s):
        Ramona Community Planning Group (RCPG):

Chris Anderson (7:45)	Torry Brean	Dennis Grimes
Bob Hailey	Eb Hogervorst	Kristi Mansolf
Jim Piva	Dennis Sprong	Paul Stykel
Angus Tobiason	Richard Tomlinson	

        Excused Absence: Kathy S. Finley; Absent: Chad Anderson, Matt Deskovick, Katherine L. Finley
        Ramona Design Review Board:

Chris Anderson	Rob Lewallen	Evelyn McCormick
Greg Roberson	Dan Vengler	Carole Wylie

        Absent: Carol Close, Debbie Klinger, Reed Settle
        Ramona Village Design:

Torry Brean	Carol Fowler	Rob Lewallen
Steve Powell	Greg Roberson	Jim Robinson
Ron Rudolph	Paul Stykel	

        Excused Absence: Bob Stoody

4.   INTRODUCTIONS – Members of Groups Represented including other Ramona Organizations and
        San Diego County Representatives in attendance

Carole Wylie of the Ramona Design Review Board, introduced the members of the Design Review Board.
Carol Fowler of Ramona Village Design, introduced the members of Ramona Village Design. Dennis Sprong
of the RCPG, introduced the RCPG members. Mr. Lewallen invited all other groups in attendance to
introduce themselves.

Introductions by other members/representatives of other Ramona groups in attendance:
Arvie and John Degenfelder, Citizens' Advisory Group, PPH, and Ramona Trails Association; Diane
Conklin, the Ramona Tree Trust and the Mussey Grade Road Alliance; Thersa Tynan,
representative/coordinator for the Community Garden at 11th and San Vicente.

5.	* PRESENTATIONS FROM THE FLOOR, NON-AGENDA ITEMS

Speaker: Theresa Tynan, Ramona Resident

Ms. Tynan is the coordinator for the Community Garden Project at 11th and San Vicente. She said there are 32 gardeners and 18 sponsored plots. There will be a fundraiser BBQ on Saturday, September 19, 2009, with the cost being $25 per family. She invited all to attend. Information was available on the back table.

6.	INTRODUCTION – Howard Blackson, Placemakers – Design Consultants

Rob Lewallen opened the meeting. Originally there were well-attended community-wide design workshops which defined the subject area. This was followed by the Village Design Phase I committee with the County funded Stepner Design Group assisting with the creation of a document based on this work. The Phase I Village Design Group comprised of members from the RCPG, Chamber of Commerce, Design Review Board, School Board, Water Board, and others, has been working for about a year fine-tuning and adjusting the Phase I document, along with exploring many exciting new ideas and concepts.

In August of 2009, there was a 3 day workshop with Placemakers design consultants, funded by the County. This workshop happened at the same time as the Ramona Fair and summer vacations. The meeting tonight brings together 3 vital groups in Ramona whose purview covers the subject matter to give input on the work that was accomplished during the August workshop.

The Chamber so aptly has coined, "Ramona is the HEART of San Diego County." The planning area encompasses 136 square miles of the geographic center of San Diego County. Main Street from Etcheverry to 3rd is the heart of our planning area and happens to be the purview of Village Design. We are focusing on the "Paseo" area, which may be the heart of our commercial district, and stretches from 10th, the western edge of Old Town, to Pala, where the "Colonnade" area begins. In this area there is the most current activity with the new drug store being built, and the PPH facility and the Ramona Library at the RICC breaking ground soon.

Through this process we have a wonderful opportunity to create "Ramona Specific Custom Tailored Zoning" for Ramona. We are a test case for this procedure, and it is the time to give our input on what we want our town to look and feel like in 20, 50 and 100 years from now. There are so many examples of what not to do – just go down the hill in any direction. Tonight you will see some good examples of what we can do to accomplish what we want for our community with some revolutionary new design concepts using a method called "Form Based Codes."

Mr. Lewallen introduced Howard Blackson of Placemakers, who would be facilitating the meeting. Mr. Blackson introduced Joe Farace, who was representing County DPLU.

	A. Placemaker's Presentation from the results of the August Ramona Design Workshop

Mr. Blackson presented the Ramona Smart Code. From 10th Street east, is the historic area of Ramona. Other than in this part of Ramona, Main Street looks like Poway. Main Street has many neighborhoods.

Some are rural, then really rural. We want a Center that holds its edge. Poway has no center and no edge. Old Town is fixed and really nice – so leave it alone. The other part can be changed. We need to look at the zoning, look at what is Ramona's character, and consider and plan what is it going to be? Look at the buildings. All buildings are pushed toward the Creek and all people are by Main. The Creek is great and Main St. is good. We want to make the Paseo great in between the Creek and Main. There are C36 shopping centers involved.

Look at the center of town, the middle of town, and look at the neighborhoods. In the MSCP, a 3 dimensional place matters. Planning is 3-D. Zoning is 2-D. We want Ramona to be rural to more urban, with the types of curbs and lights being different than downtown.

Four areas were studied for the project that included Julian at Robertson; E Street – which is mostly residential with some curb and gutter; and D Street, which is more mixed than Main. We have a formal Old Town and an informal area that resembles Poway.

Large format retail (big box) wants to be on Main Street. Parking is what defines and drives retail and determines where it will go. Zoning tells where parking can go. Small retail reinforces big retail. We have an idea of mixed use that came from projects such as the Garden Apartments in the Creek. This type of mixed use gives the owner an option of residential or commercial, and they chose residential. True mixed use is the office next to retail with housing. We have so much capacity downtown. There are a variety of demographics of folks that stay in Ramona. Main Street can be infilled, not doubling size, but doubling intensity.

CalTrans should be involved. Main Street is different from the neighborhoods. We have to be able to manage showing the town so we can handle the retail properly.

The Prado area of Balboa Park fits into the same area as our Paseo area. The Plaza on Main Street looks more urban. There is an annual tree lighting – this could be held in a natural park. The RICC will integrate kids and elders without a parking lot. Creekside can be an equestrian oriented place. The wine industry is an economic driver for our direction. We can have equine and dine facilities/areas and connect these 2 recreations. Pods of low income can be redeveloped. Ramona is like Cataline Island. There are community farms and gardens.

It takes a long time to build now. Builders have to wade through codes. But the design is all in the plan. Formal Main Street – Old Town is a good example. We have natural areas, rural areas, 2 types of neighborhoods and 2 types of development on Main Street.

We need to have 1) consensus on direction; 2) Community Plan conformance; 3) CalTrans/infrastructure engagement. And don't say we can't plan for the infrastructure due to sewer limitations. 4) Main Street can be a public/private partnership. Form Based Code enables the map.

3

   B. Incorporation of Comments, Interaction from the Community of Ramona

Mr. Roberson said that Formed Based Code looks at the character of the space and cares less about the use. What does it look like? What is the scale? You can live by the Creek, but it can look like this. From an economic standpoint, development has rules based on economic analysis. The builder doesn't care what it looks like.

Mr. Piva asked why this was not done and applied 10 years ago?

Mr. Blackson said planning used to segregate uses. There used to be land use classifications. There was a base line there. It takes time to get the word out. San Marcos, National City, Miami and Denver are all doing this.

Mr. Piva asked what it takes for the County to accomplish this?

Mr. Blackson said that Mr. Farace from the County is in attendance. The County understands that character is important to small areas.

Mr. Farace said this is a great opportunity for Ramona. All communities want to preserve their character. It is hard to get the political will going until there is something to show. This is a good time to included Form Based Code in planning this area of Ramona.

Ms. Conklin said that she lived in Santa Fe, New Mexico, in Europe and in Washington, D.C. She likes Formed Based Code. It retains the character in those areas. Ms. Conklin said that multi use – having the lower level be commercial and the upper level be residential – makes sense. She asked about height limits?

Mr. Blackson said the height limit will be 35 feet.

Ms. Conklin said Washington, D.C., had old Federal buildings with new buildings behind them, creating a nice tableau juxtaposition. Traffic is intense in Germany, and traffic calming is done with islands of trees in the middle of the street so that people have to drive slow.   Any median should include vegetation. How does the Form Based Code fit in with the GP Update? How does it fit in with a bypass? There has been discussion about having a south bypass in Ramona for a long time. People are unecessarily concerned with losing business on Main Street if it goes in. How does Mr. Blackson see the integration of Form Based planning with the GP Update?

Mr. Tobiason said he has lived 72 years in Ramona and been on the RCPG for 30 years. The north and south bypass have been on the books for that long. The County has no funds to do anything with the north and south bypass. There can't be a walkable community with thousands of people passing through.

Mr. Blackson said the greatest density in Ramona will be 14.7 dwelling units per acre.

When asked how and if the density bonus can be applied, Mr. Blackson said it would be based on a scale.

Mr. Blackson referenced the density of the townhomes behind the Stars gas station. There are 20 to 30 dwelling units in the creek. This doesn't lessen density, but opens capacity. Density is a measurement.

Mr. Tobiason said he understands mixed use – it could be a shoemaker living above his store – but this is not rural.

Mr. Blackson said we should copy what is good in Old Town and fix what's bad (parking).
It takes a lot of money to build a bypass. We should work with CalTrans to scale down the highway.

Ms. Conklin said that the speed limit is 30 mph in downtown Ramona.

Mr. Blackson said Main is so wide, it is hard to cross. People could go 70 on Main Street.

Mr. Conklin said that we put money in and we need a return – we need to see a bypass.

Mr. Blackson said that regarding the GP Update – there is a community plan in the general plan. There needs to be a Town Center boundary and description in the community plan. This will then be part of the general plan.

Ms. Conklin asked at what stage does this occur? How do we get this into the community plan?

Ms. Anderson said that we will try to tie in with the Design Review Board – they want standards. Right now they have guidelines, which aren't as stringent. This should occur by next spring.

Mr. Hailey said the maps show unrealistic roads.

Mr. Blackson said the most changes were in the Creek area.

Mr. Hailey said the rights of way have buildings on them, or the setbacks are too close to the roadway.

Mr. Blackson said road standards should differ between areas.

Mr. Hailey wants to see the overlay of the infrastructure.

Ms. Anderson said that concerning the circulation element – we requested the bus stops be taken off Main. We want the Library bus stop to move to 12th. Although we don't currently don't have bus service in Ramona, we want to be sure the bus stops are relocated.

Mr. Robinson asked how we should deal with the area along the creek? We can't even walk in it, so how can we change it so we can develop there?

Mr. Blackson said that we have to stay out of the floodway. We can make trails and make them connect. We can plan to coordinate the effort and put pieces together to build toward. The County is better with regulations. We need to ask the County to help us to get there with tools.

Mr. Piva asked if anyone were against the plan? (There was no response.)

Mr. Tomlinson said we have to start to get there.

Ms. Conklin said Ramona is in the same latitude as Rancho Santa Fe. Ramona was a town before San Diego was anything. We have a character. Mussey Grade was a main wagon road from Julian. Main Street has a western look. We do need planning. She asked Mr. Blackson if he would recommend architectural styles to be consistent?

Mr. Blackson said he would, but we would still need the Design Review Board to make sure the styles fit. Architecture has to reinforce planning.

Mr. Sprong said Target picked out a spot. He suggested they redevelop, but they said they wouldn't do that.

Mr. Blackson said all big box stores have adaptations for where they want to build. They just want the numbers to add up. A developer is looking at the price of the store.

Mr. Tomlinson said NTC kept a historic look and stuffed a big box development and places like Trader Joe's into it.

Mr. Blackson said that it is crucial to have a plan. Builders want predictability. The County wants predictability.

Mr. Vengler said he had a business in Del Mar for 10 years. He has also had businesses in Ramona and Bonsall. The reality for multi story is that an elevator is needed for ADA. This stops things. The County has to change the way they are doing things. CalTrans needs money. If you have a business, you want business, but someone doesn't want a sign. The County almost tried to take away his Daniel's West license.

Mr. Brean said he thinks the plan is wonderful. He is skeptical for having residences on Main Street. Parking is the biggest draw for commercial. Residential takes this away. Our supply of apartments is more than we need and have more crime.

Mr. Lewallen asked if the density with the current zoning is less than before?

Mr. Blackson said he thought it was.

Mr. Farace said we are at the character and design plan phase of the general plan.

Mr. Blackson reinforced that Ramona needed a plan to realize what it could be.

MOTION: TO SUPPORT THE CONCEPT OF THE PLAN PRESENTED AND TO MOVE IT FORWARD.

Discussion continued, and Jim Piva called the questioned. In voting, of the 25 members representing the 3 committees, Rob Lewallen, Angus Tobiason and one other voted "no" on calling the question. The motion to call the question passed with 20 votes.

(voting on the original motion)

RCPG: Upon motion made by Bob Hailey and seconded by Jim Piva, the Motion **passed 9-1-0-0-4,** with Angus Tobiason voting no, and Chad Anderson, Matt Deskovick, Katherine L. Finley and Kathy S. Finley absent.

Design Review Board: The Motion **passed 6-0-0-0-3,** with Carol Close, Debbie Klinger and Reed Settle absent.

Ramona Village Design: The Motion **passed 8-0-0-0-1,** with Bob Stoody absent.

Joint meeting total: 24-1-0-0-8

7.   Summation: What's Next in this Procedure – Included in the Discussion Above

   8.   ADJOURNMENT - 9:00 P.M. (approx.)

Respectfully submitted,

Kristi Mansolf
RCPG Secretary

*Opportunity for members of the public to speak to the Ramona Community Planning Group, Ramona Design Review Board and Ramona Village Design Committee on any subject within these group's jurisdiction and that does not appear as an item on this agenda. The groups cannot discuss these items except to place them on their next agenda.

Since this is a special joint meeting, please attempt to keep all comments relevant to tonight's presentation by Placemakers. Other items may be presented during the individual organization's meetings at their normally scheduled date and time.